



FREDDY MARTIN *plays* **JEROME KERN—VOLUME II**

Designed for Dancing

ABOUT
Freddy Martin

This is the second time that Freddy Martin has been called upon to record the music of Jerome Kern for a "Designed for Dancing" album — the first time was a year ago.

Since his last Kern assignment Freddy has been a busy man indeed. A good part of his activity has been in the field of television, where he feels there's a great future for all dance bands. Since 1947 he has been gradually converting his band to the needs of the orthicon tube; every new musician hired by Freddy since then has had to possess an aptitude for showmanship as well as a high degree of musicianship.

Martin's first TV experience came in late 1949, when he presented a series of shows from the Hollywood Palladium. What he

found out about the new medium there helped him enormously in his next show — a program called "Band of Tomorrow," which had its Los Angeles premiere about the time Freddy's first "Designed for Dancing" collection was released. "Band of Tomorrow" gave young musicians the opportunity to compete for places in a youth orchestra. The show was sensationally successful and was discontinued only because Freddy had to come East to fulfill some important personal appearance commitments.

Arriving in New York in early 1951 Freddy discovered that his new TV reputation had preceded him; he was besieged with video offers. The one he accepted was from "Cavalcade of Bands." Up to the time Martin was on the show, bands changed from week to week, but he stayed for four weeks. The innovation proved so popular that "Cavalcade of Bands" changed its format to allow other bands to follow Martin's lead.

As this set of Kern selections is being issued (in the fall of 1951) Freddy Martin is well into his latest television series, this time for Hazel Bishop Lipstick, over the NBC-TV network. So Freddy Martin, who has become famous as a recording artist and as a dance band idol, has now made still another career for himself in the latest entertainment medium.

ABOUT

Jerome Kern

American popular music suffered a great



Jerome Kern

loss when, in 1945, Jerome Kern died. Credited with composing the scores for more than one hundred shows and motion pictures, Kern's inspired music earned for him an honored place in our musical heritage.

Jerome David Kern was born in New York City in 1885. His first musical instruction was received from his mother, later in life he studied at the New York College of Music and then went abroad for advanced schooling. In 1911 he wrote his first score, for *The Red Petticoat*. It was three years later, however, before he had his first big hit. This was *They Didn't Believe Me*, which was sung by Julia Sanderson in *The Girl From Utah*.

After that hit followed hit: *Roberta*, *Music in the Air*, *The Cat and the Fiddle*, along with films like *Swing Time*, *I Dream Too Much* and *Cover Girl*.

As this album is being released M-G-M is issuing still another lavish version of Kern's greatest success, *Show Boat*.

Designed for Dancing

Ten Great Bands play the music of Nine Great Composers on RCA VICTOR 45 rpm RECORDS

Franklie Carle plays

Frank Loesser

My Darling, My Darling
Two Sleepy People
I Wish I Didn't Love You So
Spring Will Be a Little Late This Year
Once in Love with Amy
Moon of Manakoora

WP-280 \$2.90*

Tommy Dorsey plays

Cole Porter

Just One of Those Things
Love for Sale
Why Shouldn't I
You Do Something to Me
I Get a Kick Out of You
It's Delovely

WP-263 \$2.90*

Ralph Flanagan plays

Rodgers and Hammerstein

Some Enchanted Evening
People Will Say We're in Love
The Surrey with the Fringe on Top
It Might as Well Be Spring
If I Loved You
Oh, What a Beautiful Mornin'

WP-268 \$2.90*

Ralph Flanagan plays

**Rodgers and Hammerstein —
Vol. II**

Oklahoma • Bali H'ai
That's For Me • I Have Dreamed
June Is Bustin' Out All Over
The Gentleman Is a Dope

WP-319 \$2.90*

Spike Jones plays

The Charleston

The Charleston • Charlestono-Mio
Black Bottom • Doin' the New Raccoon
I Wonder Where My Baby Is
Tonight • Varsity Drag

WP-277 \$2.90*

Sammy Kaye plays

Irving Berlin

Blue Skies • Always
How Deep Is the Ocean • Say It Isn't So
A Pretty Girl Is Like a Melody
Alexander's Ragtime Band

WP-266 \$2.90*

Wayne King plays

Johann Strauss, Jr.

The Blue Danube
Wine, Woman and Song
Tales from the Vienna Woods
Emperor Waltz • You and You
Voices of Spring

WP-270 \$2.90*

Wayne King plays

Franz Lehár

Merry Widow
Say Not Love Is A Dream
Yours Is My Heart Alone
Vilia
Gold And Silver Waltz
Frasquita

WP-321 \$2.90*

Freddy Martin plays

Jerome Kern

Make Believe
All the Things You Are
Smoke Gets in Your Eyes
I've Told Every Little Star
The Song Is You • Who

WP-265 \$2.90*

Freddy Martin plays

Jerome Kern—Vol. II

Why Do I Love You
The Way You Look Tonight
Yesterdays
Look for the Silver Lining
Long Ago and Far Away
She Didn't Say Yes

WP-320 \$2.90*

Vaughn Monroe plays

Victor Herbert

Ah! Sweet Mystery of Life • Toyland
Kiss Me Again • Indian Summer
Gypsy Love Song
I'm Falling in Love with Someone

WP-264 \$2.90*

Vaughn Monroe plays

Cole Porter

So in Love • I Concentrate On You
Easy to Love
I Get a Kick Out of You
Don't Fence Me In
What Is This Thing Called Love

WP-322 \$2.90*

Pérez Prado plays

Mucho Mambo

Mambo #8 • Babarabatiri
Pachito E-ché • Mambo #5
Oh Caballo • Pianolo

WP-302 \$2.90*

Hugo Winterhalter plays

Isham Jones

On the Alamo
There Is No Greater Love
Why Can't This Night Go On
Forever • I'll See You In My Dreams
It Had to Be You
You've Got Me Crying Again

WP-296 \$2.90*

*All albums listed are available in
78 rpm albums at slightly higher prices*

*Prices shown are suggested list, exclusive of Federal and local tax.